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SPAWARINFOTECHCENINST 5220.7  
ITC115  
07 Nov 2002

SPAWARINFOTECHCEN INSTRUCTION 5220.7

Subj: MANAGE CUSTOMER RELATIONSHIPS (MCR) PROCESS POLICY

Ref: (a) SPAWARINFOTECHCENINST 5220.1A

1. Purpose. To direct the use and institutionalization of the MCR process per reference (a).
2. Policy. All Space and Naval Warfare Systems Command Information Technology Center (SPAWARINFOTECHCEN) personnel involved in customer relations or in supporting customer relations efforts will follow the MCR process as described and documented in the SPAWARINFOTECHCEN Process Library.
3. Background. The purpose of the MCR process is to create, maintain, and enhance customer relationships by meeting or exceeding the customer's negotiated expectations. The MCR process, like all other SPAWARINFOTECHCEN processes, has a Process Owner who exerts authority over all aspects of the process, including approval of any changes to the process. The Process Owner selected the membership of and convened a Process Working Group (PWG) to define, develop, and deploy the MCR process. The MCR PWG will remain in existence during the life of the process and will be reconvened as needed by the Process Owner to evaluate proposed major changes. The MCR Process Owner, as well as all elements of the MCR process, including desktop procedures for process implementation and execution, are identified in the material housed in the SPAWARINFOTECHCEN Process Library, accessible via the command portal at the following address: <https://portal.spawaritc.navy.mil/servlet/portal>. Personnel may contact the Knowledge Management Division, SPAWARINFOTECHCEN (ITC114), for assistance in accessing the command portal.
4. Action
  - a. All SPAWARINFOTECHCEN personnel will:
    - (1) Use the MCR process, as defined in its entirety, if involved in customer relations in the capacity of developing new business, managing customer accounts, or servicing customers within the Customer Support Center at the SPAWARINFOTECHCEN.
    - (2) Review, understand, comply with, and utilize the process development components, including:
      - (a) Supplier-Input-Process-Output-Customer (SIPOC) overview diagrams.
      - (b) Specific MCR desktop procedures.
      - (c) Role definitions.
      - (d) Swim lane diagrams.



(e) Templates and guidelines for preparing all MCR artifacts.

(3) Understand their role in supporting and/or executing the MCR process.

(4) Address any questions on the MCR process to the Process Management team.

(5) Vigorously support continuous process improvement by observing, in the day-to-day course of implementing and executing the MCR process as defined, any elements that could potentially improve process efficiency and/or effectiveness, and recommending changes based on these observations to the MCR Process Owner. Per reference (a), recommended changes will be processed using the Request for Process Change (RPC) form (SPAWARINFOTECHCEN 5220/1) and procedures defined by the Process Management team. The form and procedures are housed in the SPAWARINFOTECHCEN Process Library.

b. The MCR Process Owner will:

(1) Exercise authority over all aspects of the MCR process.

(2) Manage the continuous improvement of the MCR process.

(3) Resolve issues related to process misuse or non-use by SPAWARINFOTECHCEN personnel.

(4) Ensure PWG membership is available to provide support during the life of the MCR process.

(5) Convene the PWG as required to discuss MCR process issues.

(6) Work with the PWG membership to evaluate changes to the MCR process as proposed via the RPC (SPAWARINFOTECHCEN 5220/1).

(7) Serve as the final decision authority on MCR process changes.

(8) Ensure all SPAWARINFOTECHCEN personnel are notified of any MCR process changes.

(9) Ensure appropriate involvement and adherence to the MCR process by all affected constituents.

(10) Support efforts to communicate and explain the MCR process throughout the organization.

(11) Support the collection, evaluation, and reporting of measurement data on the MCR process.

c. The MCR PWG members will:

(1) Provide continuing support for the MCR process during the process life cycle.

(2) Attend meetings convened by the Process Owner.

(3) Evaluate recommended changes based on their likelihood of improving the SPAWARINFOTECHCEN's ability to meet or exceed the customer's negotiated expectations.



(4) Use the agreed-upon tools and techniques to further define, develop, and document the MCR process and/or changes to the process as required.

(5) Support the MCR Process Owner as required.

d. The Process Management team will:

(1) Provide technical and administrative support to manage all RPCs (SPAWARINFOTECHCEN 5220/1) using the Manage Processes process.

(2) Maintain the MCR process as follows:

(a) Continually review the MCR documentation and artifacts in the Process Library to ensure completeness, consistency, and accuracy.

(b) Make changes to the MCR documentation and artifacts as required to achieve completeness, consistency, and accuracy.

(c) Forward MCR RPCs (SPAWARINFOTECHCEN 5220/1) to the Process Owner when appropriate.

(d) Conduct audits throughout the organization to determine whether personnel are using the MCR process correctly.

(e) Elevate discrepancies in correct MCR process usage identified during process audits to the Process Owner.

e. SPAWARINFOTECHCEN Contracting Officer's Representatives (CORs) will:

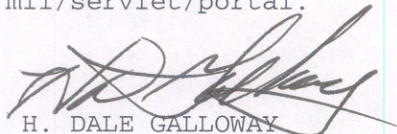
(1) Ensure all contractor leadership under their oversight receives this instruction.

(2) Ensure this instruction is referenced in all applicable Task Orders.

f. Government managers and supervisors will ensure all personnel under their oversight receive and comply with the requirements of this instruction.

5. Points of Contact. Address questions about this instruction to any government member of the Process Management team. The team's members are identified in the SPAWARINFOTECHCEN Process Library documentation.

6. Form. The Request for Process Change, SPAWARINFOTECHCEN 5220/1 (9-02), is maintained in the SPAWARINFOTECHCEN Process Library at the following Web site: <https://portal.spawaritc.navy.mil/servlet/portal>.



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Distribution: (SPAWARINFOTECHCENINST 5218.1A)  
Lists A, B, C, D, E, and F